

I claim:

1. A method for transmitting digital messaging to users each associated with one of one or more wireless communication networks capable of receiving MIME encoded messages directed to network users, the method comprising the steps of:
 configuring profiles for the one or more users, each profile containing a notification type designation;
 generating message content;
 encoding the message content using MIME encoding rules selected from amongst a plurality of MIME encoding rules based at least in part upon the notification type designation associated with a user to which the message is directed;
 transmitting the encoded message content to the user to which the message is directed.
2. The method of claim 1, in which the profiles for the one or more users further contain a user address, and the step of configuring profiles for the one or more users further comprises the step of selecting a notification type designation based upon the user address.
3. The method of claim 1, in which the step of configuring profiles for the one or more users further comprises the step of selecting a notification type designation based upon the wireless communication network with which each user is associated.
4. The method of claim 1, in which the step of configuring profiles for the one or more users further comprises the step of selecting a notification type designation based upon a domain name associated with the user address.
5. The method of claim 1, in which the step of transmitting the encoded message content is comprised of the step of transmitting the encoded message content via the Internet.
6. The method of claim 1, in which the step of transmitting the encoded message content is comprised of the step of transmitting the encoded message content via a

Short Messaging System protocol implemented by the wireless communication network associated with the user to which the message is directed.

7. The method of claim 5, in which the message content includes a web browser link that can be implemented by the user to obtain further information using a web browser on a wireless subscriber device at which the message content is received.

8. The method of claim 1, in which the message content is encoded and transmitted to a plurality of users, whereby each user receives the message content encoded using MIME encoding rules corresponding to the wireless network with which each user is associated.

9. The method of claim 7, the method further comprising the step of transmitting one or more web pages to the user in response to implementation by the user of the web browser link.

10. The method of claim 9, in which the step of transmitting one or more web pages to the user is comprised of the step of first verifying the identity of the user implementing the web browser link, whereby the one or more web pages are not transmitted unless and until the identity of the user is verified.

11. The method of claim 10, in which the step of verifying the identity of the user implementing the web browser link is comprised of the step of comparing an identification field associated with the user requesting the web pages to an identification field stored within the profile associated with the user to whom the web link was transmitted.

12. The method of claim 10, in which the identification field is comprised of one or more of a subscriber ID value and a Personal Identification Number.

13. The method of claim 9, in which the step of transmitting one or more web pages to the user is comprised of the step of first interrogating the user for entry of a

predetermined password, whereby the one or more web pages are not transmitted unless and until the user correctly enters the predetermined password.

14. The method of claim 9, in which the one or more web pages comprise a quiz requesting information from the user, the method further comprising the steps of:
- receiving the information from the user in response to the quiz;
 - transmitting a feedback web page to the user, the contents of which are determined based at least in part upon the information received from the user in response to the quiz.